

The Silk Store Complete

The prices are among the essentials that make Silks sell quick at Cohen's. You can buy only the right kinds. Every purchase undergoes the closest scrutiny to test wear and goodness.

- 25c A YARD, Corded Washable Silks, check and stripe effects, all colors, including white; value, 50c.
- 35c A YARD, Black "Japuta", light in weight, strong and durable; value, 50c.
- 75c A YARD, yard wide Black Taffeta, fine, smooth finish, excellent for shirt waist suits; value, \$1.12.
- \$1 A YARD, yard wide Black Taffeta de Sole, an imported, fine, durable quality; value, \$1.25.
- 50c A YARD, Novelty Silks, striped and embroidered effects, two-toned and plain grounds; value, \$1.
- \$1 A YARD, Black Taffeta de Luxe, in the soft, unfinished effect, 36 inches wide, fine for 3 piece suits; value, \$1.25.
- 50c A YARD, Black Chiffon finish China Silk, 27 inches wide, soft, lustrous finish; value, 75c.
- 30c A YARD, Printed Poulards, polka dots and small, conventional designs, every wanted color; value, 50c.
- 75c A YARD, Chiffon Taffetas, in a lovely combination of shimmering Chameleon effects or plain colors; value, \$1.
- 50c A YARD, Silk Eolienne, a new material; has a beautiful lustre, will make a light spring costume; value, 75c.
- 45c A YARD, Shantung Pongee, 27 inches wide, in natural color, suitable for coats and dresses, laundries like linen; value 75c.
- 18c A YARD, White Habutai Wash Silks, a soft, lustrous finish, heavy enough to launder; value, 35c.
- 85c A YARD, Chiffon Cloth, one of the favorite silk materials for spring wear; it is a soft, transparent fabric, 45 inches wide; value, \$1.25.
- 30c A YARD, Chiffon and Mousseline de Sole, double width, in black or white only; value, 50c.

A Big Import Lace Purchase Gives You a Great Chance

You can average a full saving of 25 per cent. on most of them. The Trimming and Wash Laces were never prettier. It will pay you to buy a season's supply. Come and compare them with any you know of.

Hundreds of yards of Net Top Trimming Laces, in ecru or white; some 25 styles in the lot; Edgings, with bands to match, worth 19c to 35c ordinarily, this special sale price 12 1-2c to 17c.

New Allover Laces, for waists, net top, in the open Anglaise, as well as the blind applique, a yard wide, for 75c and 85c a yard.

Novel designs in 18 inch Allover Laces, in the net top, as well as Vals, which is so fashionable for waists; 50c a yard.

Normandy Val. Allovers, for 25c and 30c a yard.

Straight Venee Insertings, in white or ecru, in the popular widths, 10c, 12 1-2c and 15c a yard.

Hundreds of yards of fine English Torchon Laces, at 3c and 5c a yard.

Fancy Trimming Laces, the Cluny, Model, Torchon, Platt, Val, and Point de Paris; several hundred pieces, from which you can pick; 10c to 12 1-2c values, for 5c a yard.

French, German and Italian Val. Laces, all our own importation, at an average saving to you of 25 per cent.

Prices start for Val. Edgings and Insertings, one inch wide, 25c a dozen.

60c a dozen for French Vals, that formerly sold for 80c; Edgings and Insertings to match.

Snowball, Diamond and other popular Val. designs, at 50c a dozen.

Round Mesh German Vals, in three widths; Insertings to match, for 8c, 10c and 12 1-2c a yard.

There are many others. This is only a squint at the bunch.

There are all the new Val. Lace Medallions, round, square and festoons, 20c to 50c a yard.

Thousands of Yards of Embroideries Went With a Rush

last week, but all the counters will be filled again, beginning Monday. This purchase of Embroideries has never had its equal in all our past. It is the greatest March Embroidery sale of our history.

7,800 yards of brand new Embroideries will be ready for Monday's sale. These goods were shipped direct from St. Gall, Switzerland.

- 3 3-4c a yard for 6c and 7c Embroideries.
- 5c for 8c and 10c Embroideries.
- 10c for 15c Flouncings.
- 25c for 50c Corset Cover Embroideries, 18 to 22 inches wide.
- 7c and 8c for 12 1-2c Embroideries, 5 and 6 inches wide.
- 35c for Anglaise Broderie Flouncings, in corset cover widths.
- 50c and 75c a yard for Allover Shirt Waists.
- Waist Frontings, new and stylish designs.
- Besides these special lots, you will find some of the most beautiful novelties for waists or entire dresses. Some are embroidered on linen; others on batiste.
- Prices are from 25c to 85c a yard.

300 Embroidered Waists

Imported by us. These have entire front of most beautiful and dainty embroideries, with sufficient plain, fine white batiste to complete the waist. The price of these should be \$2.50 to \$3. You can pick any for 98c.

The Made Garment Store

is the happy hunting ground for the fastidious. The most stylish things in all that come ready made. "Ready made" in most garments means made to our own order. We are over-particular in how a garment must be made. The garment store is full and ready to serve you best now.

Silk Dresses are here by the fiftys and hundreds. The price is \$10 to start. There are several styles to choose from. They are full, well tailored, in solid colors, checks or stripes; wonderful value at \$10.

\$22 SILK DRESSES FOR \$12.50. The tailoring alone is worth the price of the suit. The material is All-Silk Chiffon Taffeta, in solid colors, changeable and fancy colors and black; there are other Silk Suits from \$15 to \$30.

HANDSOME WOOLEN DRESSES FOR \$10. We have made every effort to create the best \$10 dresses. Irish, Pure Linen Double Damask, full bleached, 66 inches wide, 85c a yard. 2 yards wide Half Bleached Damask, 30c a yard.

Some of the new Irish Damasks are a third off their value—\$1.25 to \$1.75 a yard.

All-Linen Dinner Napkins, Irish make, \$1 a dozen, full bleached.

57 dozen All-Linen Dinner Napkins, German make, 85c a dozen.

Large, Heavy, Double Damask Dinner Napkins, \$2.50 a dozen; a splendid Irish goods.

These Linens Beat the World

The standard best to the last yard. The entire sale is based on a full third off their regular prices.

- 2 yards wide Bleached Table Damask, hardly made under \$1.25.
- Irish make, for 75c a yard.
- 2 yards wide Silver Bleached All-Linen Damask, 40c a yard.
- 2 yards wide German Damask, grass bleached, 50c finish and without dressing, 75c quality, for 50c.
- Irish Pure Linen Double Damask, full bleached, 66 inches wide, 85c a yard.
- 2 yards wide Half Bleached Damask, 30c a yard.
- Some of the new Irish Damasks are a third off their value—\$1.25 to \$1.75 a yard.
- All-Linen Dinner Napkins, Irish make, \$1 a dozen, full bleached.
- 57 dozen All-Linen Dinner Napkins, German make, 85c a dozen.
- Large, Heavy, Double Damask Dinner Napkins, \$2.50 a dozen; a splendid Irish goods.
- Dress and Waist Linens, in greater part they differ from any previous season; half heavy, 30c a yard, full 25 inches wide. The Silver Linen Pure Linen is 20c a yard.
- Large 22 x 38 Heavy Linen Huck Towels are 12 1-2c a smaller ones for 10c.
- Also 130 dozen 3-4 size Silver Bleached Pure Linen Dinner Napkins, in pretty designs, \$1.50 a dozen.
- Linen Fringed Doilies, fine double Damask, \$1 a dozen.
- Hundreds of other linens at special prices.
- Waist Patterns**
- Shirt Waist Fronts of pure linen, hand embroidered, for \$1 and \$1.50.
- Some of the most beautiful designs of ecru as well as blind embroidery.

It's the Selling Occasion at Cohen's Come for All That is New

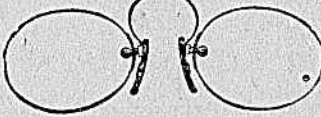
Our trade mark of the prices has no probability. The store creates the best for you out of every possible chance offered in America or Europe. The exhibition now presents a most delightfully broad assortment with the usual many Cohen inducements in the prices. There is saving in the reading of every line of this advertisement.

Cohen's Spring Millinery Opening, Tuesday and Wednesday,

March 21st and 22d.
Most Brilliant in Our History
See All the Phipps and Atchison Hats
NO CARDS.

Eye Glass Bargain

Having had such a success with our special optical sales, we have decided to make the following offer for Monday:



75 pairs of Axis Cut Spectacles or Eye-Glasses, fitted in genuine ten-year gold stock frames, for \$1.50 a pair. Less than half price.

Our expert optician will test your eyes free and will furnish the above glasses, which remedy eye-strain, nearsightedness and farsightedness, for \$1.50. They are sold the world over from \$3.50 to \$7.

Where to Buy Stylish

Ribbons at Least

Prices

- Satin Taffeta Ribbons, 3 1/2 inches wide, all colors, made to sell at 17c, for 12 1-2c a yard.
- 4 inch Satin Taffeta Ribbons, Girdle Ribbons, all shades, 25c value, for 17c.
- 6 inch Filatine Ribbon, a new, soft weave ribbon, in all colors, made to sell at 35c, special Monday at 25c a yard.
- 3 inch Glace Taffeta Ribbons, white and red only, a good value at 15c a yard; special price, for 10c a yard.
- 6 inch Soft Girdle Ribbons, in all colors made for a 25c seller; it's 19c a yard.
- New Pin Check Taffeta Ribbon, in all colors, a 25c ribbon, at 19c a yard.

Stylish, Up-to-Date, New

York Women

have had their waisits cut by our expert. She is second to none in this country. Her many successes in New York, Philadelphia, Boston and other cities have proved her work. Hundreds of Richmond women have proven it, and will be glad to tell you about it. No cost at all, you merely buy the goods at Cohen's.

Silk Underskirts

Black Taffeta Tailor-made Underskirts, in walking lengths, wide stitched ruffle, a good quality silk, for 85c.

Black Taffeta Skirts, with knee deep graduated accordion-plaited flounce, finished with rose quilling at foot, for \$0.50.

We have other Silk Skirts at \$0.75 and \$7.50.

Pretty Curtains at

Popular Prices

Hundreds have recently come in which are a revelation to Richmond shoppers. The new head of the department knows what you want and how to buy it.

- Plain Net Curtains, made of good quality net, ruffled and lace edge, 3 yards long, \$1.50 a pair.
- Pine Lace Curtains, double thread net, 2 1/2 and 4 yards long, all new designs, \$2.50 and \$1 ones, \$2.50 a pair.
- Plain and Stripe Main Curtains, 3 yards long, regular \$1 value, for 75c.
- 3-fold Oak and Mahogany Screen, fitted with best figured silkoline, \$1.75.

White Goods Business Is Doubled

Do you wonder? The most beautiful of all the White Fabrics, made with just about the half price marks, and early in the season, when full prices reign almost everywhere.

5,600 yards of White Wash, Organdy will go on sale Monday; the most remarkable purchase of the year; price 8 3-4c a yard.

- 2,000 yards of English Nainsooks, the finest grade, imported to sell at 25c; some single and others double width; the price, \$1.45 a yard.
- Heavy Embroidered Swiss Muslins are 25c to \$1.50.
- Some 1,200 yards of Dotted Swisses will be sold at 15c and 16 2-3c a yard.
- 45 inch Wash Chiffon and Paris Mouseline, 10c and 25c for values to 50c a yard.
- 27 pieces of 40 inch Persian Lawns, sheer, imported fabric, a regular 45c quality, for 25c a yard.
- Linen Finish India Lawn; the lowest price hitherto is 25c, full 1 1-8 yards wide, for 16 2-3c a yard.
- Embroidered Dotted Dimities, one of the prettiest fabrics of the season, for 16 2-3c a yard.
- 35c India Batiste, 10c a yard.
- High Grade Book Fold India Linen, 12 1-2c.
- White Persian Balista, high grade of a sheer fabric that usually sells for 35c, is 30c a yard, double width.
- 10c Sheer India Lawn, 8 1-2c.
- Sheer 12 1/2c Stripe Dimities, 8 1-2c.

Expensive Black Dress Goods

at most interesting prices. A special purchase of near fifty pieces will go on sale Monday.

- Handsome Silk Eolienne, 44 inches wide, a beautiful material for fancy dresses, \$1.45 a yard.
- All-Wool Imported Melrose, 44 inches wide, for \$1.30 a yard.
- Imported Black Crepe Albert, with fancy silk stripe, 44 inches wide, for \$1.50 a yard.
- Fine French Voile, 44 inches wide, for \$1.25 a yard.
- All-Wool Bourrette Voile, one of the latest novelties in black goods for spring suits, full 46 inches wide, for 75c a yard.
- Silk and Wool Batiste, 44 inches wide, for mourning suits, instead of \$1.40, is \$1.10 a yard.
- All-Wool Panama Cloth, 46 inches wide, 90c a yard.
- High Lustrous Sicilian, 44 inches wide, \$1 a yard.
- All-Wool Balista and Albatross, 36 inches wide, for 20c a yard.
- 60c All-Wool Serge, 44 inches wide, for 30c a yard.
- All-Wool Mistrail Voile, 38 inches wide, special price, 50c a yard.
- Fancy Checks, plaid effect, in blue and white, brown and white and black and white, 50 inches wide, \$1 a yard. Other fancy and plain, 50c to 60c a yard.
- 36 inch Novelty Sailing, for English Suits, over a score of styles, at 50c a yard.
- These are only a few of the many imported and domestic novelties that our dress goods department has to show.

The Dress Fabrics Store

has taken a leap ahead. The choicest of all the new Mohairs, French Voiles, Broadcloths and all the rest in large showing.

- Silk and Wool Eolienne, self-colored, checks and plain, 44 inches wide, \$1.25 a yard.
- 44 inch Silk and Wool Gros-De-Laine, in the new green, a new fabric for spring wear, 80c a yard.
- The "New Bradford" Mohair, in all of the newest shades and weaves, 44 inches wide, \$1. Other fancy effects in all the shades, 50c a yard.
- 44 inch Mohair Checks, in black and white and blue and white; these are Bradford fabrics, 80c a yard.
- Fancy Checks, plaid effect, in blue and white, brown and white and black and white, 50 inches wide, \$1 a yard. Other fancy and plain, 50c to 60c a yard.
- 36 inch Novelty Sailing, for English Suits, over a score of styles, at 50c a yard.
- These are only a few of the many imported and domestic novelties that our dress goods department has to show.

Black Underskirts,

75c and 88c

Black Italian Cloth Underskirts, all lengths, with knee deep flounce, made of four faceted ruffles, a regular \$1.25 skirt, for 88c.

Black Mercerized Satin Underskirts, flounce of two deep ruffles, an extra \$1 value, for 75c.

The Black Italian Cloth Underskirts at 75c have an umbrella flounce formed of ragolling trimmed ruffles.

The Art Department

makes special efforts to supply your wants. All the various silks, yarn, cottons, all the belongings to work out house things after your will.

We do every kind of stamping in guaranteed manner, from thousands of designs, which are open for your selection.

White Shams, Centerpieces and Scarfs come again for half price, 15c to 75c; the 15c ones are the best 25c value; the 75c are the \$1.50 value.

The department is in need of your patronage. Everything is designed to deserve it.

\$5 Silk Tailored Waists

for \$2.98

These Waists have eighteen box plaited stitched yoke front, made of hand-laid china silk, beautifully tailored, most perfect fitting, only \$2.98.

One of the handsome successes of the season in a China Silk Waist, combined with lace so artistically arranged, is the waist we sell for \$3.98, and is far in advance of the waist we sold a season ago for \$7. Any of these in black or white.

Embroidered Net Lace Waists, \$3 and \$4 values, for \$2.98, in white, ecru or champagne.

60 inch Lawn Waists, perfect tailoring, extra full, waists that are made to sell for 85c; white ground, medium dark, black and navy ground; the price for these waists Monday will be each 40c; all sizes from 32 to 44.

Linen and Mercerized White Waists, values up to \$3.50; special price, \$1.50.

White Oxford and Plume Waists; value up to \$1.25; large pearl buttons on some; that cost more than we charge for the waist; choice, 35c.

We expect the shirt waist business of the entire city.

Sale of Parasols

A Three-Quarter Gift

Last week we sold upwards of 200 Umbrellas inside of 2 hours. There was glory in selling \$4 to \$6 umbrellas for \$1.60.

The same maker's Parasols go on sale Monday—some 300 of them. All of the Parasols that were \$3.75 to \$5 will be on sale, beginning 9 A. M. Monday; you choose any for \$1.50.

The \$2.50 and \$1.50 Parasols will be \$1.25 and \$1.

The New Cotton Fabrics

Among the inducements for a choice of pretty Dress Fabrics for the season.

- Embroidered Crepe Cloth, that is worth 25c, for 12 1-2c.
- Bourrette Voiles, in Scotch mixtures, for 8 1-2c.
- The Soppy Silk Checks, equal in all appearance to the silk taffetas at 75c a yard, wear guaranteed, for 25c a yard.
- Scotch Linen Suitings, 10c.
- Imported Dimities, for kimonas and house dresses, usual 10c values, for 9 3-4c.
- Solid Color Voiles, every shade, 35c goods, for 17c.
- Double Width Shepherd Checks, cannot be told from the all-wool H fabric, price, 15c.
- The variety of Organdies on display ranges beyond the limit of any season for years, from the finest line of American at 12 1-2c to the imported at 35c, which is usually sold at 50c.
- Brussels Nels, in organdy printing, at 10c.
- Imported Batiste, highest grade, for 12 1-2c.
- 2,000 yards of Silk and Linen Gauze Tissue, price of which has been 50c, on sale at 10c a yard.
- 5,200 yards of the Imported English Gingham, their only fault is that the manufacturers could not fill orders with less than full pieces; these run in lengths from 3 to 12 yards; price will be 9 3-4c a yard.
- 6,000 yards Imported Chambray, the colors are blue, light blue, purple, Nile, brown and gray; the price will be 10c a yard.
- Belfast Linen Finish, in white, for dresses, etc.; double fold, for 9 3-4c.
- 4,700 yards finest Percales, including English Cambrics, worth up to 35c, for 12 1-2c.

Matting Season is Here.

Several Hundred Rolls

have arrived. We expected the war in the East to make the price higher. You'll be surprised to see the fine quality and little prices for these. We have also some special Drugget and Carpet items.

- 9c a yard for Fancy China Matting.
- 12 1-2c a yard for Jointless China Matting.
- 15c a yard for Heavy China Matting, bright red and green designs.
- 20c a yard for Close Woven Seamless China Matting.
- 25c a yard for the 90-pound Close Woven China Matting.
- Linen Warp Matting, all colors, in new carpet effects; prices range from 10c to 45c a yard.
- 30c and 35c a yard for the best 100-pound and 116 Warp China Matting.
- Cross Grass Matting, all colors, 40c a yard.
- Three Drugget Specials**
- 8 x 12 foot Wilton Druggets, rich Oriental effects; were \$25, for \$17.50.
- 8 x 12 Heavy Axminster Druggets, were \$22.50, for \$15.50.
- 9 x 12 foot Tapestry Brussels Druggets, were \$18.50, for \$13.

The Promise of the Bargain Basement

makes a rupture into regular prices of almost any kind of goods that are a family's necessities.

Nearly a Hundred Thousands Yards Of Cottons are Here.

The price in short lengths saves you from a third to a half.

- Voiles and Mohair Lusters are the new cotton fabrics that sell for 12 1-2c and 15c. You can pick out dresses or any garment in short lengths, and the price is only 7 1-2c a yard.
- Shirting Prints, thousands of yards, for 3 3-4c a yard.
- Yard wide Madras and Percales, 12 1-2c goods, for 6 3-4c.
- Fine English Cambrics, Percales and Madras, in the prettiest designs and finest qualities, every manufacture in England or America; unmatchable under 12 1-2c price Monday, and your choice of thousands of yards, 9 3-4c a yard.
- The best Bleached Muslin, Wamsutta and New York mills, that usually retails for 12 1-2c, in pieces from 10 to 20 yards, price will be 7 1-2c a yard.
- The finest line in several years, more than 10,000 yards of yard wide 10c Percales, in light, medium and dark shades, new, this season's printing, will be sold Monday for 6 3-4c a yard.
- Yard wide Bleached Cotton, 4 3-4c.
- Finest 12 1/2c Solid Color Percales, in all the shades, including black, for 7 3-4c.
- Apron Gingham, the 7c grade, for 5 3-4c. The 5c quality for 3 3-4c.
- 4c Unbleached Cotton, 2 7-8c.
- 10-12 Bleached Sheetings, the 25c quality, for 10c.
- 15c Imported Organdies, in short lengths, will sell for 8c.

Sheets From 39c Upward

- 2 1/2 yards wide Hemstitched Bleached Sheets, best grade of cotton, for 75c.
- 2 1/2 yards wide Plain Hemmed Sheets are 60c.
- 2 1-4 yards wide Hemstitched Bleached Sheets, 60c.
- 2 1-4 yards wide Plain Hemmed Sheets are 55c.
- 2 yards wide Sheets are 39c and 45c.
- 15c and 16c Pillow Cases, 42 x 36 and 45 x 36, some are hemstitched; 37 dozen to be sold, each, 12 1-2c.
- 42 x 36 and 46 x 36 Pillow Cases, well made, the usual 12 1/2c ones, for 9 1-2c.
- 60c White Crochet Quilts, 39c.
- 75c Quilts will be 50c.
- \$1 Quilts are 60c.
- Single and Double Bed Crochet Quilts, made from the best yarns, full bleached, worth \$1.25 to \$1.45, for \$1.
- Extra size Crochet Quilts, with Marseilles design center; not all perfect; made to retail for \$2.25; your choice of this lot for \$1.50.
- Satin Finished Heavy Embossed Marseilles Quilts, extra size; never sold for less than \$3.25, will be \$2.50.

25c Nainsook, 9c

A counter full of 16 2-3c to 20c English Nainsooks, fine and sheer, short lengths to 5 yards, 9c a yard.

40 inch India Linen, 5 3-4c a yard.

Yard wide Shirting Madras, lengths to 10 yards, of the 16 2-3c grades, for 9 1-2c a yard.

Table full of 12 1/2c White Scotch Dimities, 7 3-4c a yard.

69c Waists, 19c

We have 50 Black Crepline Waists, which we will close out Monday at 19c each.

\$6 Toilet Sets, 12 Pieces, \$4.50

- \$4.50, 12-piece White and Gold Toilet Sets, that are worth \$6.
- \$2.98 for a \$6.50 Toilet Set, with Jar.
- \$2.75, 10-piece Pink, Blue, Green or Maroon Toilet Set, worth \$5.
- \$5, 50-piece Imported China Tea Sets, in a variety of decorations.
- \$5.98, 100-piece Dinner Sets, in either blue or brown decorations.
- 50c, Gold Stippled "American Beauty" Cake Plates, that were \$1.
- 40c, Nickel Alarm Clocks.
- 75c for \$1.50 Handled and Covered Soap Jar.
- 90c a dozen, Silver Plated Table-Spoons; 25c a dozen for Tea-Spoons to match.
- 25c, Two-piece Carving Sets.
- \$1, 4-gallon first quality Gray Granite Ham Rollers.
- 15c, Galvanized Iron Pot Tubs.
- 10c, Nickel Crumb Trays and Scrapers.
- 9c, Nickel Towel Racks.
- 1c a box, Gas Lighting Tapers.
- 10c each, Brownie Lunch Boxes.